

Bridal Veil Falls' Owner Continues To Love His Dream

By J.J. JACKSON
Herald Staff Writer

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David S. Grow Jr. bought a dream the moment he heard it was for sale and he's been in love with it ever since.

The dream is the Bridal Veil Falls resort and Grow was in love with it years before he bought it. He says he remembers returning from a church mission in 1962 and discovering the resort, which was built that year. From that time on, he says, he was fascinated with it.

One day in 1974 he was visiting with realtor Howard Hatch and Hatch mentioned the resort was for sale.

Grow wrote out a check on the spot.

Grow was an owner of KEYY in Provo and what is now KLRZ in Salt Lake County. Now, he's sold those businesses and can only look back on the experiences they offered — like the time someone dropped a smoke bomb in with the D.J.s at 6:30 in the morning or the time the station was fined no less than \$20,000 by the Federal Communications Commission for locating an FM tower 40 feet from where the company had told the FCC it would place the tower.

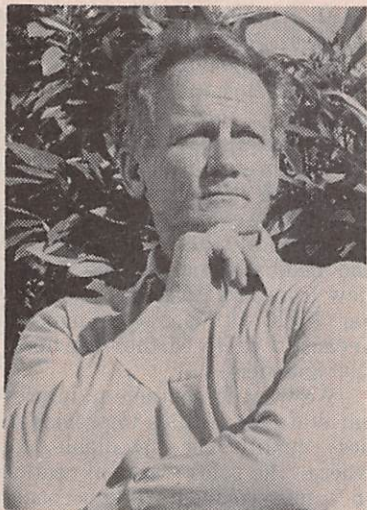
Grow started early collecting tales to tell at Bridal Veil Falls. The first day he opened his business at the falls, he notes, a man poked a gun into the snack bar and robbed \$40.

The unkind opening day aside, Grow has continued to like his second profession. "It's my first love. You are dealing with people who are having a good time, who are stimulated with life," he says.

Grow also believes his resort contributes to Utah Valley's tourist trade. It attracts upwards of 360,000 during five months it is open.

Grow figures maybe one in 100 of the valley's tourist are destination tourists, people who had Utah Valley in mind when they started the journey, the rest need to be enticed to stay and spend their money.

And, Bridal Veil Falls is located along U.S.-189, an eye-catcher that pulls the tourist off the road. Grow



David Grow

says his workers then are often able to tell the tourists about the other things in area, the Heber Creeper, the plays at Sundance and the Pageant of the Arts, for example.

"We want it to do a lot more for the valley," Grow says. "I'm convinced Utah Valley is a 'What-can-you-do?' place in the minds of the average tourist. To them, the valley is just a barrier to getting to Lake Tahoe or Disney World."

Grow suggests even Bridal Veil Falls could be better advertised, billboards along I-15 drawing people off the interstate and seven miles up the canyon.

And, it would help to have an informed, enthusiastic population. If the waitress at a restaurant could tell the tourists what the valley offers, perhaps telling them how to hike to Emerald Lake or how to reach Cascade Springs, perhaps the tourist would stay.

"But, if the waitress gives you a blank stare, you're back in your car and on your way."

Grow notes it would also help if a certain number of tickets to various events were saved for at-the-door sales. The tourist pulling into town isn't aware of them until he arrives and won't be able to attend if all tickets are sold in advance.

Hospital Names Chief

AMERICAN FORK — Ronald Saunders, M.D., Urology, has been appointed chief of staff at American Fork Hospital, for a two year term.

He replaces Joe Murdock, M.D., who will remain on the executive committee as past president.

"I feel we have a really excellent hospital with modern facilities and dedicated nurses and staff. I flew from San Francisco to American Fork with an acute appendix because I preferred the care here," said Saunders.

"We want to continue to improve our staff capabilities to provide the best quality care available anywhere," he said. "We will continue to emphasize "care" with concern for the entire patient and his/her individual support system."

Pennock Honored

AMERICAN FORK — Leonard Pennock, DES at American Fork Hospital, has been nationally recognized by ServiceMaster with their 1985 Supportive Management and Management Control Awards.

Selected from over 100 Northwest Divisional managers, Pennock was honored for outstanding management achievement at a health care facility. The awards were based on ServiceMaster inspections and reports from facility administrators.

Pennock provided engineering, evaluation and trouble-shooting services for 17 other health care facilities, prior to his AFH assignment 2½ years ago.

"I find AFH to be aggressive, friendly, dedicated and willing to strive for continuous improvement in all aspects of health care," said Pennock.

The Lehi resident was also recognized by ServiceMaster for his management training ability, and for his implementation of improved housekeeping, maintenance and laundry services at a cost reduction.

Scanner

By KAYLENE NELSEN
Assistant City Editor

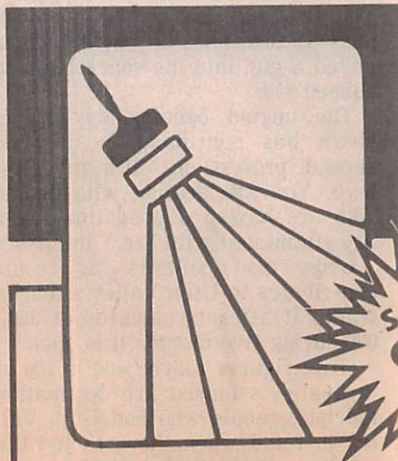
Computerized tomography is "almost the standard exam of the 1980s," according to Dr. Bruce McIff, radiologist at Utah Valley Regional Medical Center.

McIff was recently bragging about his newest "baby" at the hospital, a new computerized tomography scanner "that can do anything that any scanner in the country can do."

Computerized tomography is a sophisticated x-ray that gives doctors a clearer view than a conventional x-ray. The computerized scanner covers a small slice of the patient's anatomy and makes mathematical calculations that are transferred to the computer which, in turn, creates a visual picture.

According to representatives of Picker International that manufactured this new scanner, 1.2 million pieces of data are taken on a single slice and sent to the computer to create the picture. The computer is similar to those used in the U.S. space programs.

The biggest advantage of the new scanner is the time it saves, thus allowing more patients to have the scans. "It's adding another scanner that guarantees same day or certainly within 24 hours, the scans they (patients) need done," McIff said, noting that until now some people had to



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